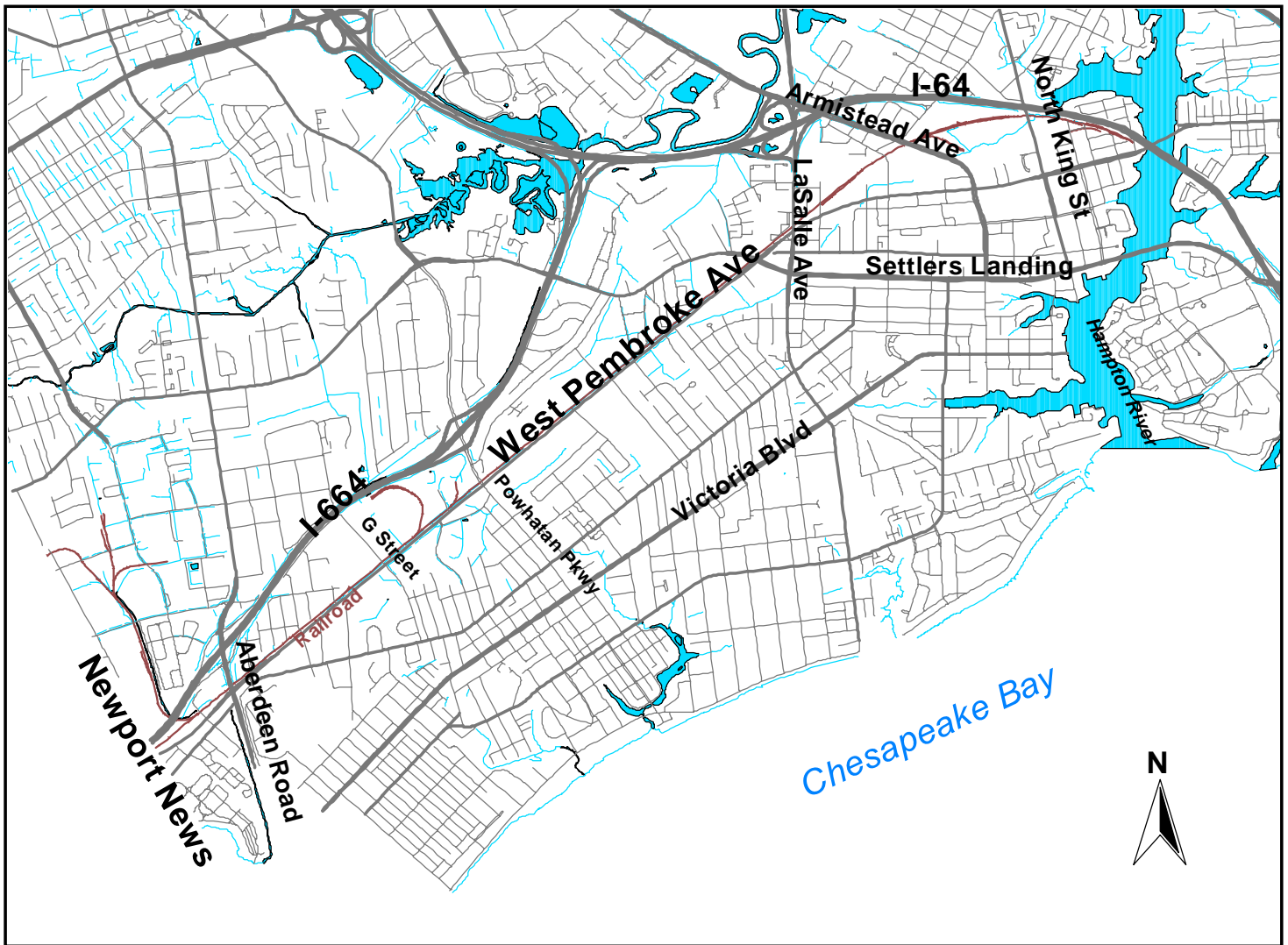


PEMBROKE AVENUE CORRIDOR STUDY (Adopted July 1986)

The Pembroke Avenue Corridor Study is an analysis of industrial development potentials along the Pembroke Avenue corridor from Aberdeen Road in the west to Interstate 64 in the east. The study was undertaken in order to provide an economic framework for subsequent land use/development and utility plans. The study identifies two major development potentials for the study area. The first is the development of a portion of the north side of Pembroke Avenue as a major transportation/distribution park that will serve the expanding Peninsula and Tidewater region as well as the much broader Mid-Atlantic region. The second development potential is to promote the south side of Pembroke Avenue as a location for small industrial users who are an important component of the area economy, but who for various reasons cannot or do not locate in area industrial parks.



Recommendations

- North Side of Pembroke Avenue
 - Potential locations for the transportation/distribution park span Pembroke Avenue from I-664 to I-64.
 - A project on the north side of the Pembroke Avenue Corridor could be a major wholesale transportation center for the region. This is based on Pembroke Avenue's superior location to Interstates 64 and 664, availability of rail along the corridor, the availability of a major U.S. port facility at Newport News, and the availability of a good regional airport system.
 - Because of physical development conditions, it would be economically difficult for a private developer to undertake a major transportation-oriented park. Thus it requires the public sector to take aggressive approaches toward appropriate development, such as major land acquisition and infrastructure improvements programs.
 - City establish a unique transportation/distribution industrial zoning district for the area identified as the transportation/distribution center. For areas west of North King Street, zoning should remain the same. For areas east of North King Street, zoning should be changed to residential. Those areas fronting North King Street should be rezoned to commercial.
- South Side of Pembroke Avenue
 - The City generally maintain the existing predominately commercial environment but take the necessary steps to promote specific small-user industrial projects on appropriate vacant and underutilized parcels.
 - City should acquire parcels as they become available and convey them to the private sector for appropriate commercial development. City should also assemble land for key small-user industrial projects.
 - City should maintain current zoning with particular attention to allowing for appropriate development of small-user industrial projects. Restrictions should be instituted which will prohibit the development of additional residential projects, as well as heavy and noxious industries and other incompatible uses, such as junkyards.
- Both Sides of Pembroke Avenue

- Commercial zoning pockets should be allowed at major intersections along Pembroke Avenue, including those intersections at Aberdeen Road, Powhatan Parkway, G Street, LaSalle Street, and North King Street.
- Steps should be taken to upgrade the visual aspects of existing commercial development, including streetscape and paving improvements, low interest loan or grant programs for building improvements, and zoning overlays to enhance the control over the visual aspects of development.

For further information or a full copy of this plan, please call the Hampton Planning Department at (757) 727-6140.